VII. Development Design Guidelines

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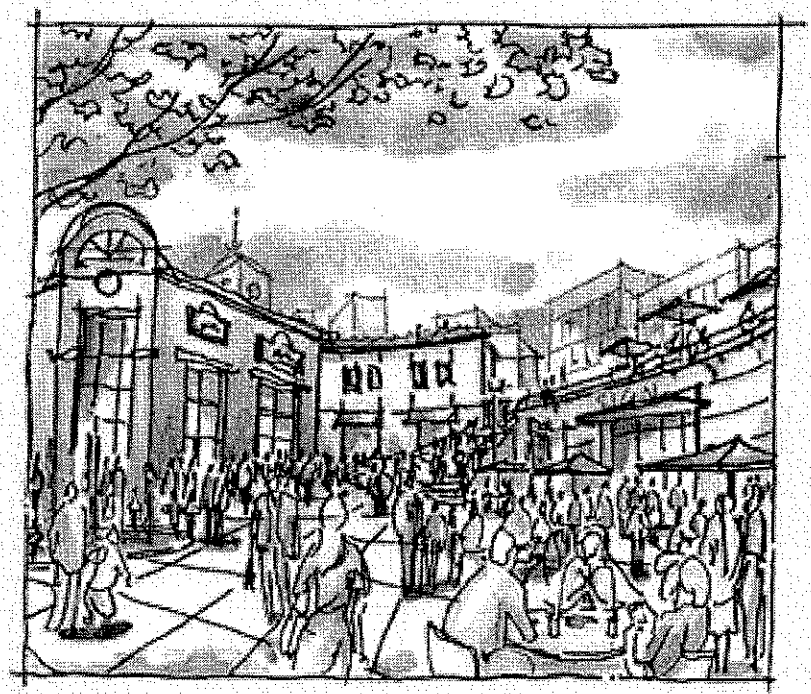
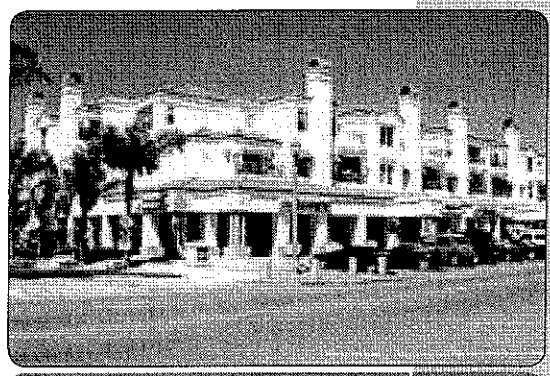


3. Mixed Use Projects

a. Description

For the purpose of these guidelines, mixed-use projects are defined as developments that combine both commercial/office and residential uses or structures on a single lot or as components of a single development. The uses may be combined either vertically within the same structure or spread horizontally on the site in different areas and structures.

The primary design issue related to mixed use projects is the need to successfully balance the requirements of residential uses, such as the need for privacy and security, with the needs of commercial uses for access, visibility, parking, loading, and possibly extended hours of operation. There are two basic types of mixed-use projects. The first type is vertical mixed use, which is typified by residential use over commercial uses in the same building. The second, called horizontal mixed use, combines residential and commercial uses on the same site but in separate buildings.



Example of a vertical mixed-use project **Fig. 7.189**

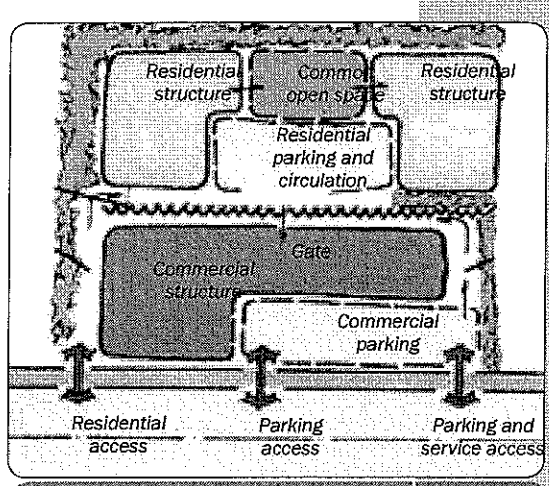
b. Site Organization

1) *Primary business and residential entrances should be oriented to the commercial street, though each use should have a separate entrance.*

2) *Separate site access drive and parking facilities should be provided for residential uses and commercial uses.*

3) *Projects should provide for connections with existing and future streets.*

4) *Principal access roads into new mixed-use development areas should be of similar scale as streets in adjacent residential neighborhoods.*



Conceptual layout for a small horizontal mixed-use project **Fig. 7.190**

5) *Site access drives should incorporate distinctive architectural elements and landscape features that help to differentiate access to commercial parking areas from residential areas. Security gates should be considered for access to residential uses and residential parking areas, as well as to securing commercial parking areas when businesses are closed, except when a shared parking arrangement is in effect.*

6) *Private drives should be designed as pedestrian-friendly streets that are a natural extension of the surrounding neighborhood.*

7) *Minimize driveway width and pedestrian crossing distance at sidewalks.*

8) *If enclosed parking is provided for the entire complex, separate levels should be provided for residential and commercial uses with separate building entrances.*

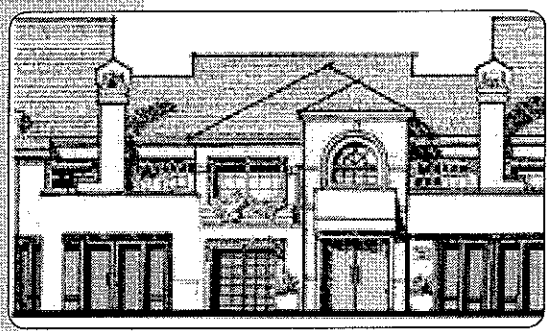
9) *Outdoor dining, kiosks, benches, and other street furniture are encouraged to enhance street activity and interest.*

10) *Bike facilities should be designed into the development.*

c. Building Design

1) *The architectural style and use of materials should be consistent throughout the entire project. Differences in materials and/or architectural details should only occur where the intent is to differentiate between scale and character of commercial and residential areas.*

2) *Residential units should also be shielded from illuminated commercial signs.*



A variety of architectural details provide interest on the second level Fig. 7.191

3) *Pedestrian connections between commercial and residential developments should be active and friendly.*

4) *Large blank walls should not be allowed.*

d. Special Requirements

1) *Neighborhood-serving uses (such as full-service grocery, drug, and hardware stores) are encouraged in mixed-use developments.*

2) *Loading areas and refuse storage facilities should be located as far as possible from residential units and should be completely screened from view from adjacent residential portions of the project. The location and design of trash enclosures should account for potential nuisances from odors.*

3) *All roof-mounted equipment should be screened. Special consideration should be given to the location and screening of noise generating equipment such as refrigeration units, air conditioning, and exhaust fans. Noise reducing screens and insulation may be required where such equipment has the potential to impact residential uses.*

4) *Open space intended for use by "residents only" may not be accessible from commercial areas. Open space and courtyards in commercial areas may be accessible to residential occupants and visitors.*

5) *Parking lot lighting and security lighting for the commercial uses should be appropriately shielded so as not to spill over into the residential area.*

Outdoor dining provides activity for pedestrian connections | Fig. 7.192

F. Corridors District

1. Introduction

In contrast with the Urban Core District and the Village District, the Corridors District contains four separate and distinct areas along Broadway and Third Avenue that are more oriented towards automobile than pedestrian traffic. The district is characterized by low-rise structures with retail, service, office, and residential uses lining the peripheral ends of Broadway and Third Avenue. The guidelines in this chapter focus on developing a cohesive blend of high quality new commercial and residential development. Design guidelines for the public realm are contained in Chapter VIII - Public Realm Design Guidelines.

Development in the Corridors District should provide variety in architecture | Fig. 7.138

2. Design Principles

a. Promote Sound Architectural Practices

Commercial and residential development along major streets often includes repetitive architecture and favors automobiles over pedestrian and bicycle traffic. These standards encourage architectural quality, variety in building form, facades, and features, and development that accommodates different forms of transportation.

b. Ensure Compatibility Between Different Uses

New development in the Corridors District should consider the area's scale and character and demonstrate sensitivity to surrounding uses. Such efforts should include limiting building massing, providing project amenities such as landscaping, seating, and plazas, and screening parking and equipment areas.

Different forms of transportation should be able to function together | Fig. 7.139

c. Encourage Safe and Logical Parking and Circulation

The north and south segments of Broadway and southern end of Third Avenue serve as critical transportation corridors for automobiles, public transit, bicycles, and pedestrians. Site access, parking, and circulation within private developments should be logically organized and ensure that all forms of transportation are able to coexist safely.

3. Site Planning

a. Introduction

Site planning is an important facet of the look and feel of the Corridors District. The guidelines encourage new development that maintains a healthy interaction with the major street, whether Broadway or Third Avenue, and surrounding uses by minimizing harmful external effects and providing strong transit, automobile, and pedestrian connections.

b. Site Character

1) Natural amenities unique to the site such as mature trees should be preserved and incorporated into development proposals.

2) Structures that are distinctive because of their age, cultural significance, or unique architectural style should be preserved and incorporated into development proposals.

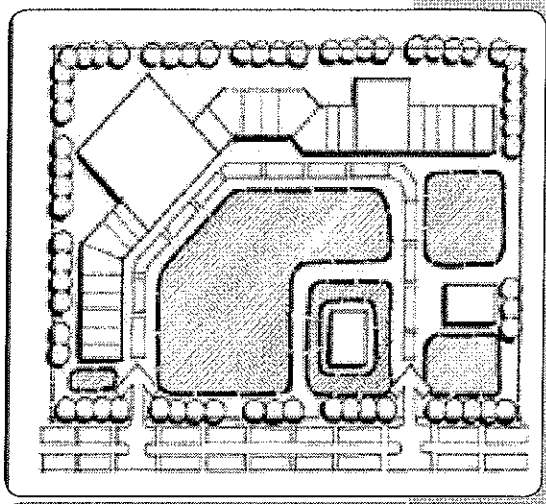
3) Design public and private outdoor spaces to provide sunny and shaded areas.

c. Compatibility with Adjacent Uses

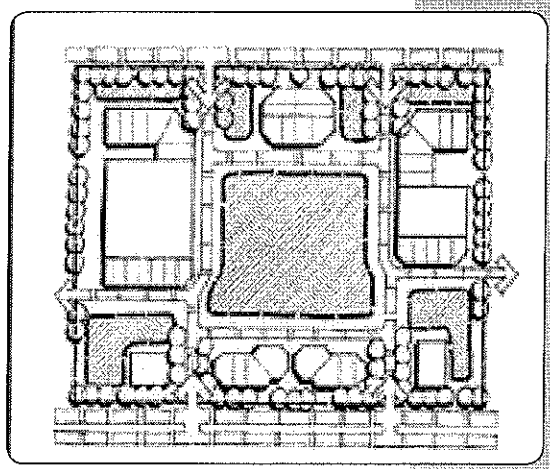
1) Link compatible residential and non-residential uses by utilizing access roads, walkways, common landscape areas, building orientation, and unfenced property lines.

2) Additional setback areas and upper floor setbacks are encouraged when commercial and residential areas are adjacent to each other.

3) When commercial buildings back up to common open spaces or residential projects, the rear setback area should be landscaped and should appear to be functionally and/or visually shared open space.



Discouraged layout- development lacks connections to adjacent areas. Fg. 7.140



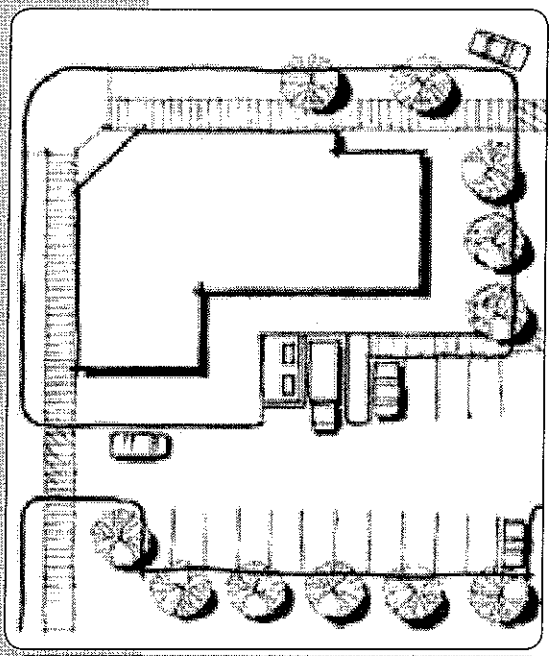
Encouraged layout - development connects to adjacent uses. Fg. 7.141

4) *Avoid public access to the rear of commercial structures when adjacent to potentially incompatible uses.*

5) *Building orientation and landscaping commercial buildings should minimize a direct line of sight into adjacent residential private open space.*

6) *Loading areas, access and circulation driveways, trash and storage areas, and rooftop equipment should be located at the rear or side of buildings and screened from public view.*

7) *Employ landscaping to screen parking lots from adjacent residential uses and streets.*



Loading, trash, and storage areas should be located at the rear or side | Fig. 7.142

d. Building Siting

1) *Any building with more than 125 feet of street frontage should have at least one primary building entry.*

2) *Use paving materials that differentiate the setback area from the sidewalk.*

3) *Corner buildings should have a strong tie to the front setback lines of each street. Angled building corners or open plazas are encouraged at corner locations.*

4) *When designing large commercial centers, create inward-focused arrangement of buildings to create a "village" feeling and encourage multiple shopping stops. Plazas and pedestrian areas are encouraged within shopping centers.*

5) *Provide a "Main Street" for larger centers with pedestrian connections to the major street and parallel parking that promotes pedestrian activity.*

Corner buildings should feature angled entrances and plazas | Fig. 7.143

6) *Anchor stores should be sited in the middle of the shopping center to increase visibility for other stores.*

7) *When possible, freestanding buildings should be sited along street frontages to help screen parking areas.*

8) *Recognize the importance of spaces between buildings as "outdoor rooms" on the site. These spaces should be utilized as open space.*

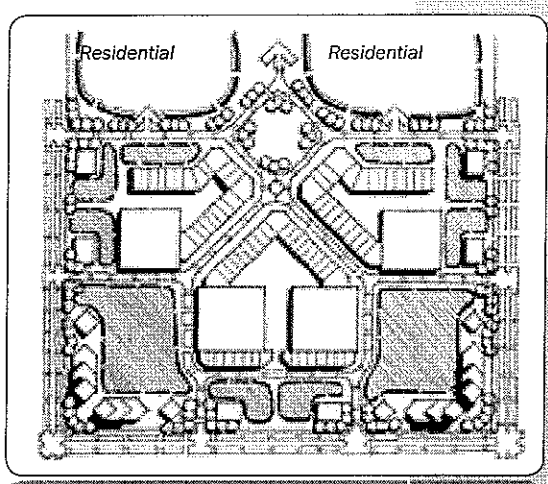
9) *Small open space areas should be grouped into larger, prominent public spaces. Hardscape and vegetation should be combined to create plazas that people can use for rest, congregating, recreation, and dining.*

11) *On sites with multiple structures, buildings should be linked visually and physically. These links can be accomplished through architecture and site planning, such as trellises, colonnades or other open structures combined with landscape and walkway systems).*

12) *Decorative walls and/or enhanced landscaping should be used at main entrances. Special paving, raised medians and gateway structures should also be considered.*

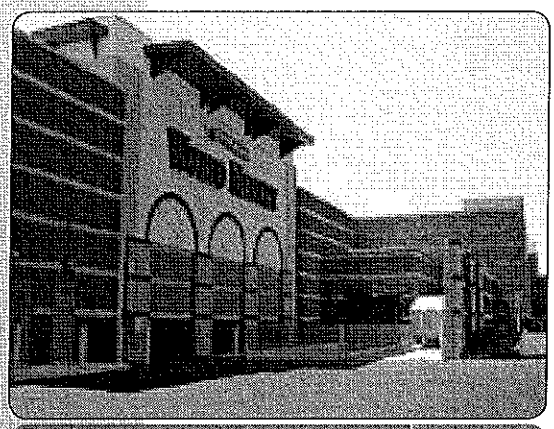
13) *Developments should provide safe pedestrian passage between building entrances and bus stops.*

14) *Siting service areas in a consolidated and controlled environment is encouraged. Avoid service areas that are too expansive, underutilized, and require heavy landscape screening.*



Cluster buildings to develop a "village" atmosphere | Fg. 7.144

Plazas can be used for casual seating and outdoor dining | Fg. 7.145



Service areas should be compact and organized | Fig. 7.146

e. Refuse, Storage, and Equipment Areas

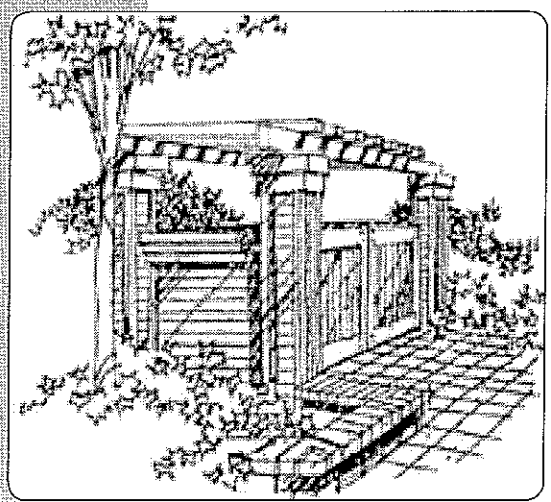
1) All trash and garbage bins should be stored in an approved enclosure.

2) Trash storage must be fully enclosed and incorporated within the main structures or separate freestanding enclosures (CVMC 19.58.340). Where practical, storage at each unit is preferred over common enclosures. Trash storage cannot be placed under stairways.

3) Trash enclosures should allow convenient access for commercial tenants. Siting service areas in a consolidated and controlled environment is encouraged.

4) Trash enclosures should be located away from residential uses to minimize nuisance for the adjacent property owners. The enclosure doors should not interfere with landscaping, pedestrian, or vehicle path of travel.

5) Trash enclosures should be architecturally compatible with the project. Landscaping should be incorporated into the design to screen the enclosure from public view and deter graffiti.



Landscaping and a trellis feature can create an attractive trash enclosure | Fig. 7.147

6) Refuse storage areas that are visible from an upper story of adjacent structures should provide an opaque or semi-opaque horizontal cover/screen to reduce unsightly views. The screening should be compatible with the design of adjacent development.

7) Refuse containers and service facilities should be screened from view by solid masonry walls with wood or metal doors. Use landscaping (shrubs and vines) to screen walls and help deter graffiti.

8) *All mechanical equipment, whether mounted on the roof, side of a structure, or on the ground, shall be screened from view (CVMC 15.16.030). Utility meters and equipment should be placed in locations that are not exposed to view from the street or be suitably screened. All screening devices are to be compatible with the architecture, material, and color of adjacent structures.*

Plazas should include a focal element such as a fountain or sculpture Fig. 7.148

f. Site Amenities

Site amenities help establish the identity of a commercial area and provide comfort and interest to its users. Individual site amenities within a commercial setting should have common features, such as color, material, and design to provide a cohesive environment and a more identifiable character.

1) Plazas and Courtyards

a) *Plazas and courtyards within commercial developments over two acres are strongly encouraged.*

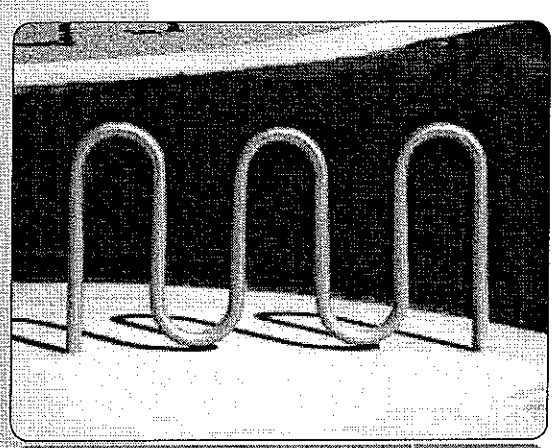
b) *Physical access should be provided from retail shops, restaurants, offices and other pedestrian activity generating uses to plazas.*

c) *A majority of the gross area of the plaza should have access to sunlight for the duration of daylight hours.*

d) *Shade trees or other elements providing relief from the sun should be incorporated within plazas.*

e) *Entries to the plaza and storefront entries within the plaza should be well lighted.*

f) *Architecture, landscaping elements, and public art should be incorporated into the plaza design.*



"Ribbon bar" is one of the recommended types of bicycle racks | Fig. 7.149

g) *Plazas and courtyards should include a focal element of sculpture and/or water feature, simple plants and simple sitting niches.*

h) *Seating should be provided in plazas. Where applicable, plaza users should be provided with a choice between active and passive seating.*

i) *Courtyards should be designed to provide both visibility and separation from the street, parking areas, or drive aisles.*

2) Site Furniture

a) *Paving and furniture should complement public streetscape elements when appropriate.*

b) *Site furnishings should not create pedestrian/vehicular conflicts.*

c) *Bicycle racks should be selected that are durable and consistent with other streetscape furnishings.*

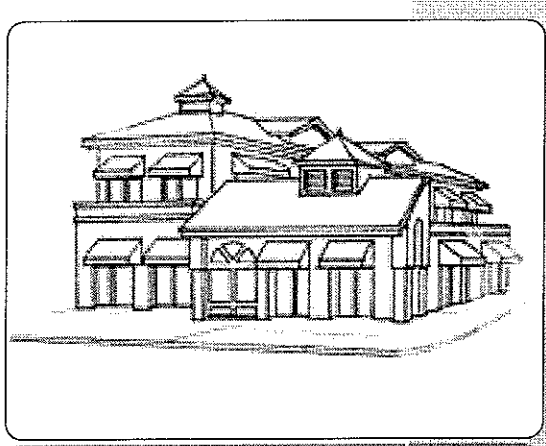
d) *Based on their performance, "loop rack" and "ribbon bar" bicycle racks are recommended.*

e) *The design of newspaper boxes should be consolidated into one rack. Racks should be attractive on all sides.*

4. Architectural Guidelines

a. Introduction

There are no specific architectural styles required for commercial buildings. However, innovative and imaginative architecture is encouraged. The guidelines seek quality and complete design that will contribute to the overall quality of built environment.



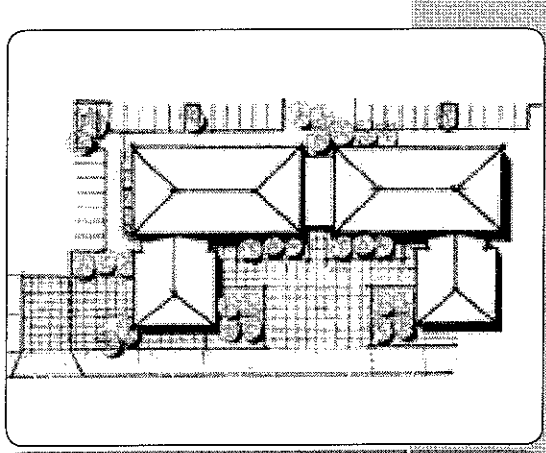
Varying building heights and setbacks create visual interest — Fig. 7.150

b. Building Height, Form and Mass

1) *Building heights and setbacks should vary from adjacent or adjoining buildings to ensure diversity in building type.*

2) *One-story buildings along Broadway and Third Avenue should be placed close to the sidewalk to reinforce a pedestrian scale. Two-story buildings should be located farther away from the sidewalk and use a plaza as a transition from the right of way to the building.*

3) *Building heights should enhance public views and provide adjacent sites with maximum sun and ventilation and protection from prevailing winds.*



Plazas serve as an effective transition from the public right-of-way — Fig. 7.151

c. Facades

1) *The physical design of facades should utilize such techniques as:*
   - *Break or articulation of the façade;*
   - *Vertical and horizontal offsets to minimize large blank walls and reduce building bulk;*
   - *Significant change in facade design;*
   - *Placement of window and door openings; and*
   - *Position of awnings and canopies.*

Building entries should be easily identified | Fig. 7.152

2) *Design features must be consistent on all elevations of a structure. Side and rear elevations should not be minimized because they are oriented away from public view.*

3) *Primary building entries should be easily identified and provide a prominent sense of entry. The use of projections, columns, towers, change in roofline, entry lobbies, or other design elements are strongly encouraged.*

4) *The size and location of doors and windows should relate to the scale and proportions of the overall structure.*

5) *Clear windows should be provided at storefront locations.*

d. Roofs and Upper Story Details

1) *Roofs should be given design considerations and treatment equal to that of the rest of the building exteriors.*

2) *Roofs and rooflines should be continuous in design throughout a commercial development. Full roofs are strongly encouraged due to proximity to residential areas.*

3) *Roofline elements should be developed along all elevations.*

4) *No roofline ridge should run unbroken for more than 75 feet. Vertical or horizontal articulation is required.*

5) *Slopes of roofs should range between 4:12 and 6:12. Slopes greater than 6:12 are discouraged, except on certain architectural elements and towers.*

6) *Radical roof pitches that create overly prominent or out-of-character buildings*

such as A-frames, geodesic domes, or chalet-style buildings are not permitted.

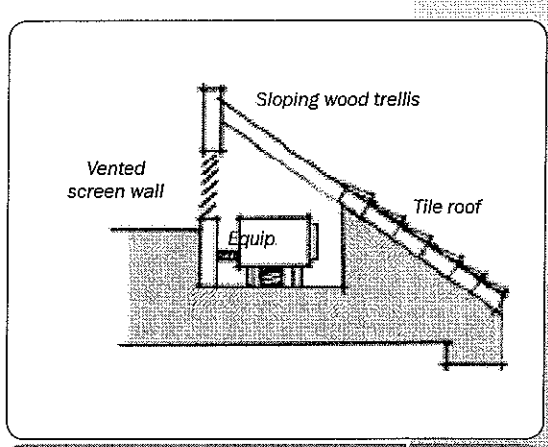
7) Roofs with large overhangs featuring open rafters/tails are encouraged.

8) The visible portion of sloped roofs should be sheathed with a roofing material complementary to the architectural style of the building and other surrounding buildings.

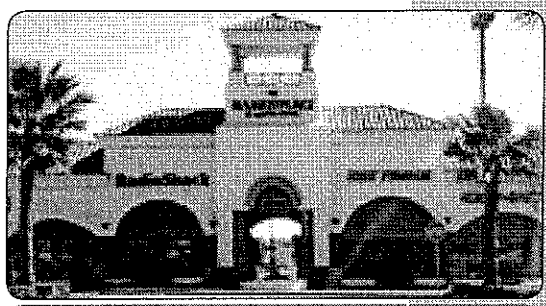
9) Access to roofs should be restricted to interior access only.

10) Screening for roof-mounted mechanical equipment should be an integral part of the building's architectural design.

11) Building vertical focal elements are encouraged. Towers, spires, or domes become landmarks and serve as focal/ orientation points for the community.



An appealing roof design should be used to screen mechanical equipment | Fig. 7.153



Vertical elements such as a tower are encouraged | Fig. 7.154

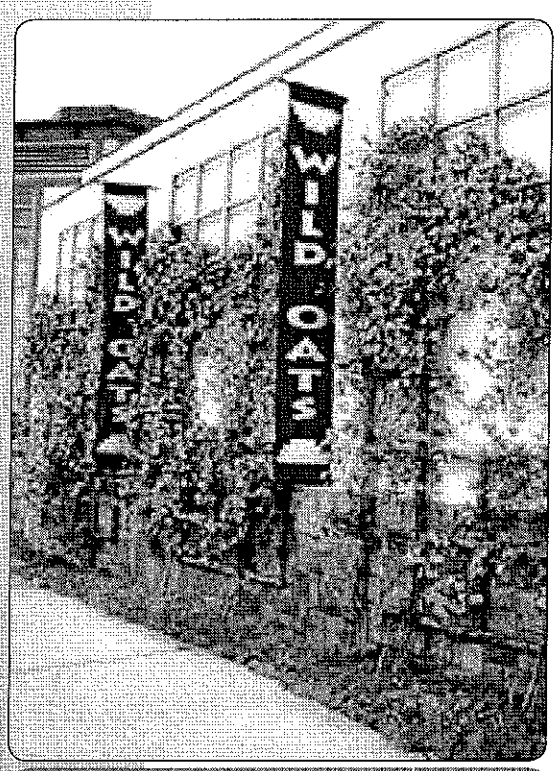
e. Walls and Fences

1) Walls and fences should be kept as low as possible while performing their functional purpose to avoid the appearance of being a "fortress".

2) Colors, materials and appearance of walls and fences should be compatible with surrounding development. Opaque materials, such as plywood boards, and sheet metal, are not permitted. Also, chain link fences are not permitted.

3) Perimeter walls should be constructed of decorative masonry block or similar material. The use of chain link fencing is not permitted.

4) Landscaping, particularly vines, should be used to soften otherwise blank wall surfaces and to help reduce graffiti.



Vines enhance otherwise blank walls | Fg. 7.155

5) *Walls should be offset every 50 feet and architecturally designed to reduce monotony. Landscape pockets along the wall should be provided at regular intervals.*

f. Building Materials and Colors

1) *Exterior materials, textures and colors should compliment the architectural style or theme of a building.*

2) *Colors and materials should be durable and weather resistant.*

3) *The use of natural stone is encouraged. High quality man-made material may be permitted.*

4) *Buildings with strong facade articulation should contain wall texture that is simple and subdued. If the building design is simple, a finely textured material, such as patterned masonry, should be used to enrich the building's overall character.*

5) *Building colors should be predominately neutral colors, off-white, cream, or light pastels.*

6) *Accent colors may be used to impart a festive quality to the buildings, especially in commercial areas.*

g. Franchise/Corporate

The scale, design character, and materials of franchise/corporate architecture should be consistent with adjacent buildings. Natural materials, such as brick, stone, and copper, should be used where applicable

Natural materials such as brick add to the quality of franchise buildings | Fg. 7.156

1) Color and Lighting

Choice of color(s) for a franchise/corporate building is critical since they may be inappropriate in certain environments. The

standards below should be considered when addressing appropriate color(s) and lighting:

a) Use colors that complement colors found on adjacent buildings.

b) Franchise/corporate colors should be consistent with the architectural style or period of the building.

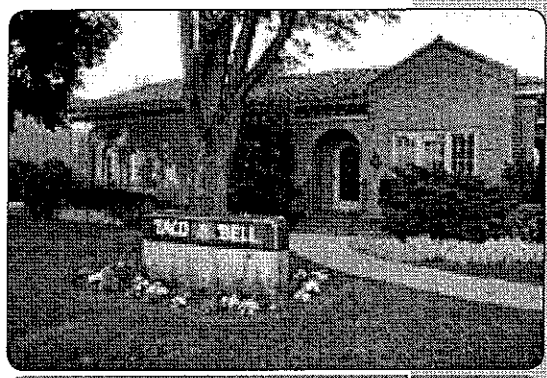
c) Bright or intense colors are prohibited, unless used on appropriate architectural styles and reserved for more refined detailing and transient features.

d) The use of symbols and logos can be utilized in place of bright or intense corporate colors.

e) Finish materials with natural colors, such as brick, stone, and copper, should be used where applicable.

f) Lighting of logos should be compatible with the primary building and respect adjacent buildings. Bright and intense lighting is prohibited.

g) Neon outlining should be consistent with the architectural style or period of the building and should be reserved for detailing and transient features. The use of bright and intense neon outlining of windows is strongly discouraged.



Use of corporate logos, instead of bright or intense colors, is encouraged **Fig. 7.157**

h. Security

1) If security grilles are necessary, they should be placed inside the building behind the window display area.

2) Electronic surveillance equipment or alarm hardware should be as invisible and unobtrusive as possible.

3) *The use of scissor grilles is strongly discouraged since they communicate a message of high crime and cannot be integrated visually into the overall design of a building or storefront.*

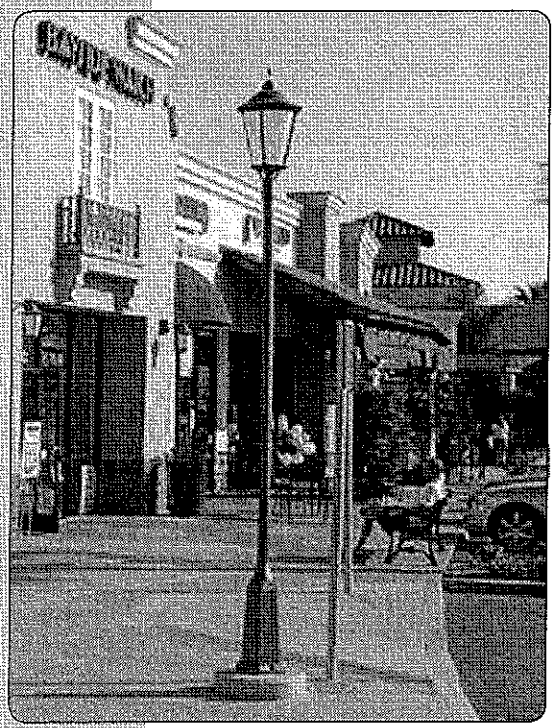
4) *Lighting should be designed to satisfy both functional and decorative needs. All security lighting should be designed as part of an overall lighting plan rather than as single stand-alone elements.*

5) *Safety behind buildings should be ensured through use of:*
   - *Adequate security lighting for parking areas and pedestrian ways;*
   - *Limited access (walls, fences, gates, shrubs);*
   - *Signs;*
   - *Introduction of activities (e.g., rear entrances for commercial activities) that increase surveillance;*
   - *Surveillance through windows or with cameras;*
   - *Ongoing maintenance of storage areas and alleys.*

6) *Lighting, particularly at all building entrances, should be adequate but not exceedingly bright. Light fixtures should serve as an attractive element in isolation.*

7) *Storefront lighting should complement the architectural style of the building while providing illumination of building facades and entrances.*

8) *Any window signs should be so placed as to provide a clear and unobstructed view of the store interior from the sidewalk.*



Lighting should satisfy functional and decorative needs | Fig. 7.158

5. Landscape Guidelines

a. Standard Design Concepts

Landscape areas are used to frame and soften structures, to define site functions, to enhance the quality of the environment, and to screen undesirable views. Landscaping should express the three dimensions of the project and should continue patterns of landscaping in the surrounding area.

Landscaping can soften and frame structures **Fg. 7.159**

1) *Emphasis should be placed on California and Mediterranean landscapes and gardens. Indigenous, ornamental planting, vines, flowering plants, arbors, trellises and container planting is encouraged.*

2) *Existing mature trees should be preserved and incorporated into landscape plans.*

Existing mature trees should be integrated into new development **Fg. 7.160**

3) *Landscaped areas should generally incorporate planting utilizing a three tiered system: (1) grasses and ground covers, (2) shrubs and vines, and (3) trees. All areas not covered by structures, service yards, walkways, driveways, and parking spaces should be landscaped, consistent with the following guidelines:*

Trees
- *20% 36-inch box*
- *30% 24-inch box*
- *50% 15-gallon*

Groundcover
- *100% coverage within 1 year*

Shrubs and Vines
- *100% 5 & 15 gallon*

Specimen trees should be used at major focal points | Fig. 7.161

4) *The following design concepts should be utilized in all project design:*
   - *Specimen trees (36-inch box or larger) used in groupings and rows at major focal points, such as project entries and pedestrian gathering areas;*
   - *Use of flowering vines on walls and arbors where appropriate;*
   - *Use of planting to create shadow and patterns against walls.*

5) *New development should look established as quickly as possible. Planting new trees that are older, better developed, and properly grown is preferred to planting small, underdeveloped, and juvenile planting stock.*

6) *Trees should be placed as follows:*
   - *A minimum of 8 feet between the center of trees and the edge of the driveway, 6 feet from water meter, gas meter, and sewer laterals.*
   - *A minimum of 25 feet between the center of trees and the point of intersection of driveways and streets or walkways.*
   - *A minimum of 15 feet between the center of the trees or large shrubs to utility poles/street lights.*
   - *A minimum of 8 feet between the center of trees or large shrubs and fire hydrants, fire department sprinkler, and standpipe connections.*
   - *No species of tree or large shrub should be planted under overhead lines or over underground utilities if plant growth will interfere with the installation or maintenance of these utilities.*
   - *In addition to trees, other plant materials should be spaced so that they do not interfere with the lighting of the premises or restrict access to emergency apparatus such as fire hydrants or fire alarms boxes.*

- *Plant spacing should also ensure unobstructed access for vehicular and pedestrians in addition to providing appropriate lines of site at any intersection.*

7) *All new trees should be double staked and secured with a rubber or plastic strip, or other approved commercial tie material. Wire ties should not be used.*

8) *Use of vines and climbing plants on buildings, trellises, and privately owned perimeter walls is encouraged.*

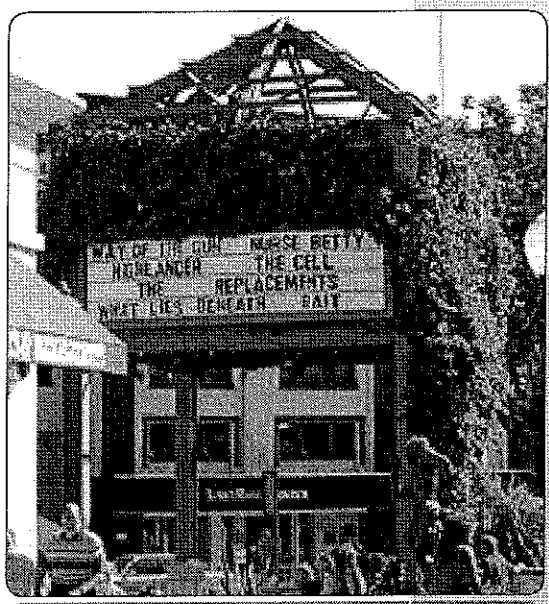
9) *Landscaping should be in scale with adjacent buildings and be of appropriate size at maturity to accomplish its intended goals.*

10) *Landscaping should work with the buildings and surroundings to make a positive contribution to the aesthetics and function of both the specific site and the area.*

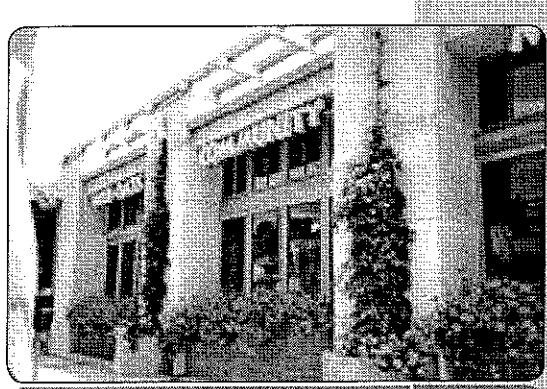
11) *Landscaping should be protected from vehicular and pedestrian encroachment by raised planting surfaces. Concrete mow strips separating turf and shrub areas should be provided.*

12) *Landscaping around the entire base of buildings is encouraged to soften the edge between parking lot and the structure. This should be accented at entrances to provide focus.*

13) *One tree should be planted for every six parking spaces.*



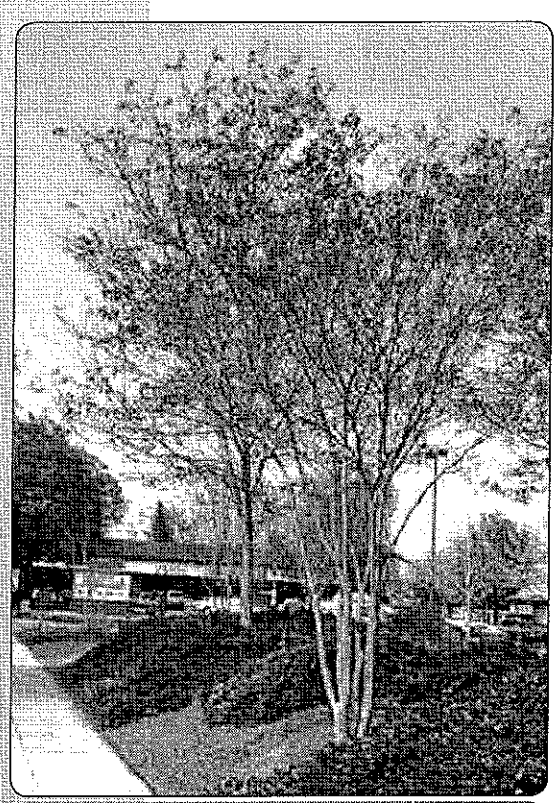
Climbing vines on structures are encouraged | Fg.7.162



Landscaping can contribute to the overall appearance of a building | Fg. 7.163

b. Irrigation

1) *Permanent and automatic landscape irrigation systems should be provided for all landscape material.*



Groundcover and trees prevent extensive erosion on steep slopes | Fig. 7.164

Trees protect pedestrian and landscaping | Fig. 7.165

2) *The landscape irrigation system should be designed to prevent run-off and overspray.*

3) *All irrigation systems should be designed to minimize vandalism.*

4) *Deep root irrigation is required for all trees whose top of root crown is higher than any adjacent paved areas. A separate bubbler head to each tree is recommended.*

5) *Reclaimed water irrigation systems should be clearly identified and separated from potable water irrigation systems.*

c. Tree Grates/Guards

1) *Tree grates should occur along the edges of internal streets and in plazas where a continuous walking surface is needed.*

2) *Narrow openings should radiate from the center. Grates sizes should be a minimum of 4 feet in width and a minimum of 36 feet for private areas and a minimum of 6 feet in width for public areas. Knockouts must be provided to enlarge inside diameter for supporting a larger tree trunk as the tree grows.*

3) *Tree guards should extend vertically from tree grates, and serve to protect trees in highly active areas. Tree guards should be narrow, painted in a similar color, and relate to other site furnishings. Tree guards should be attached to the tree grate and welds should not be visible.*

d. Pots and Planters

1) *Planters and pots should be located where pedestrian flow will not be obstructed. Consider placing pots in locations where deep building recesses exist, where access is discouraged, to provide definition to spaces, and adjacent to blank walls.*

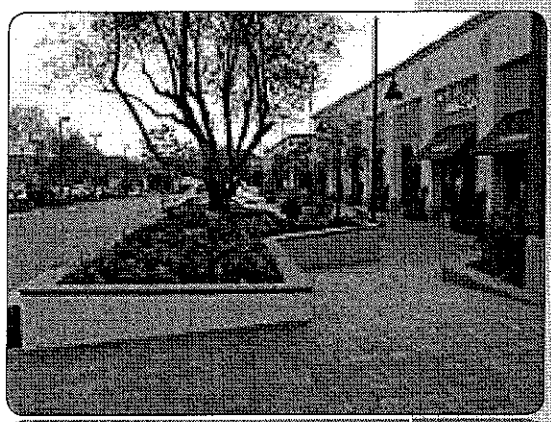
2) *Group similar sized planters in clusters to enrich streetscapes and plazas.*

3) *Planter materials should be durable and have natural earth tones that compliment site architecture. Materials should consist of cast stone, masonry, or stucco materials.*

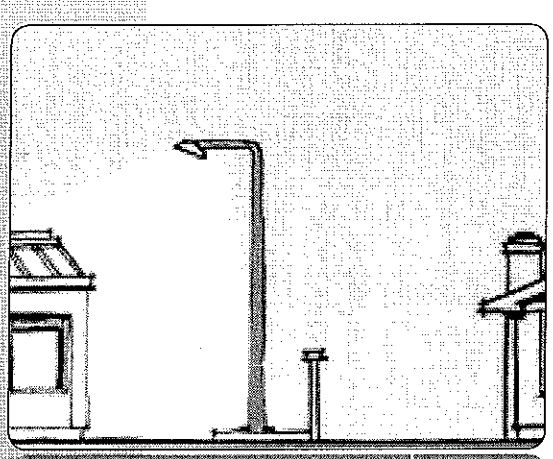
4) *Planters should be at least three feet in diameter.*

5) *Planters should be simple in form; round and square types are recommended.*

6) *Large planters may also be incorporated into seating areas. Such planters should be open to the earth below and be provided with a permanent irrigation system.*



Planters should complement the overall site architecture. **Fg. 7.166**



Minimize light glare onto an adjoining property with fixture type and location | Fig. 7.167

6. Lighting

a. *The type and location of lighting should minimize direct glare onto adjoining properties. Lighting should be shielded to confine all direct rays within the property.*

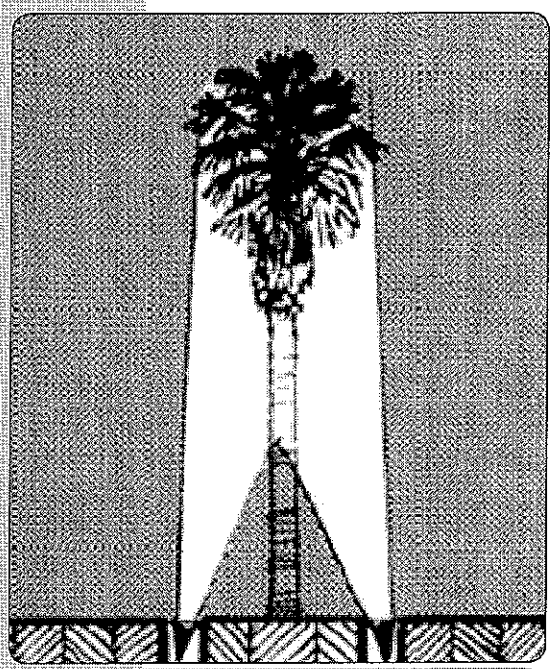
b. *Site lighting should not exceed more than 5 foot-candles of illumination with 50 feet of a property used as or zoned residential.*

c. *Lighting should be designed to satisfy function as well as contribute to overall design quality.*

d. *Light fixtures and structural supports should be architecturally compatible with the theme of the development.*

e. *Wall mounted lights should be utilized to the greatest extent possible to minimize the total number of freestanding light standards.*

f. *Wall mounted lighting should not extend above the height of the wall or parapet to which they are mounted.*



Lighting can highlight amenities such as large trees | Fig. 7.168

g. *Lighting should be used to accent on-site public art, specimen trees, and architectural features.*

h. *Accent lighting, when provided, should compliment exterior color and materials.*

i. *Lighting should be provided in a relatively even pattern with ground level foot-candle illumination levels not varying by more than four to eight footcandles.*

j. *Security lighting should be designed as part of a comprehensive lighting plan.*

k. *Vehicle entrances, driveways, parking and service areas, pedestrian entrances,*

walkways, and activity areas should have a sufficient level of lighting to provide security and safety. A minimum of 1 foot-candle should be provided.

l. *Lighting should improve visual identification of residences and businesses.*

m. *Parking lot lighting fixtures should not exceed 35 feet in height. When within 50 feet of residentially zoned properties, fixtures should not exceed 20 feet.*

n. *Light standards within parking lots should be designed with raised bases to protect them from damage by vehicles.*

o. *Pedestrian-scaled lighting for sidewalk and street illumination is encouraged.*

p. *Lighting should not be animated.*

q. *Overhead service wires or exposed conduit should be avoided.*

r. *Lighting fixtures with exposed bulbs are prohibited.*

Light fixtures should have pedestrian scale **Fig. 7.169**

7. Parking and Circulation Guidelines

a. Introduction

Properly functioning parking areas are beneficial to property owners, tenants, and customers and they contribute to the design success of a facility. Parking lots need to allow customers and deliveries to reach the site, circulate through the parking lot, and exit the site easily. The following guidelines should be incorporated into the design of commercial projects in the Corridors District.

b. General Considerations

1) *Commercial development should incorporate internal parking to minimize the negative impact on the street.*

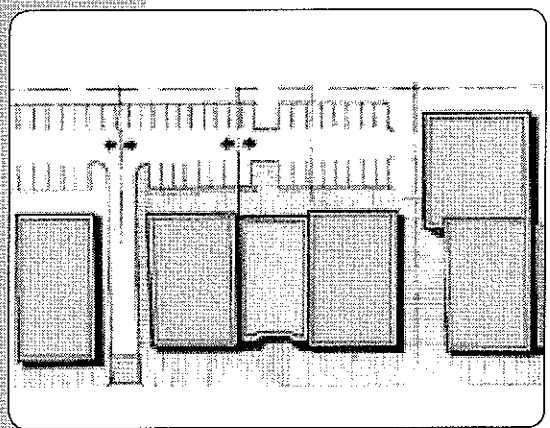
2) *Avoid placing parking lots along Broadway and Third Avenue so that the development maintains a defined street edge.*

3) *Parking areas that accommodate a significant number of vehicles should be divided into a series of connected smaller lots. Landscaping and offsetting portions of the lot are effective in reducing the visual impact of larger parking areas.*

4) *Shared parking between adjacent businesses and/or developments is strongly encouraged.*

5) *When possible, non-residential parking lots should be designed and located contiguous to each other so that vehicles can travel from one private parking lot to the other (reciprocal access) without having to enter major streets.*

6) *Parking lots should be designed with a clear hierarchy of circulation: major access drives with no parking; major circulation drives*



Shared parking and access agreements are encouraged Fig. 7.170

with little or no parking; and then parking aisles for direct access to parking spaces.

7) *Parking areas should be separated from buildings by a landscaped strip. Conditions where parking stalls directly abut buildings should never be permitted.*

8) *Lighting, landscaping, hardscape, fencing, parking layout and pedestrian paths should all contribute to the strength and clarity of the parking lot.*

9) *Bicycle parking should be provided at each development and should be easily accessible and integrated into the overall site design.*

c. Access and Entries

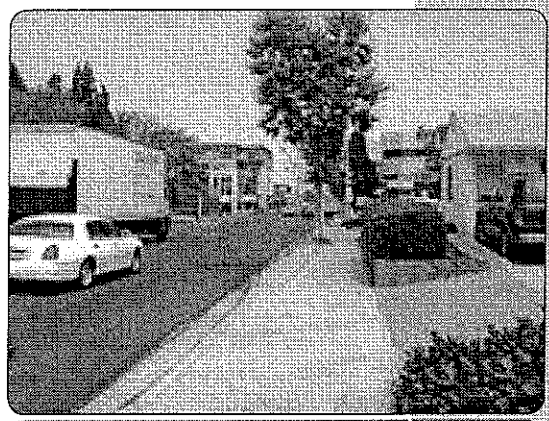
1) *Locate parking lot entries on side streets to minimize pedestrian/vehicular conflicts along Broadway and Third Avenue. However, effects on adjacent residential neighborhoods must be considered.*

2) *Parking lots adjacent to a public street should provide pedestrians with a point of entry and clear and safe access from the sidewalk on Broadway, Third Avenue, or side street to the entrance of the building(s).*

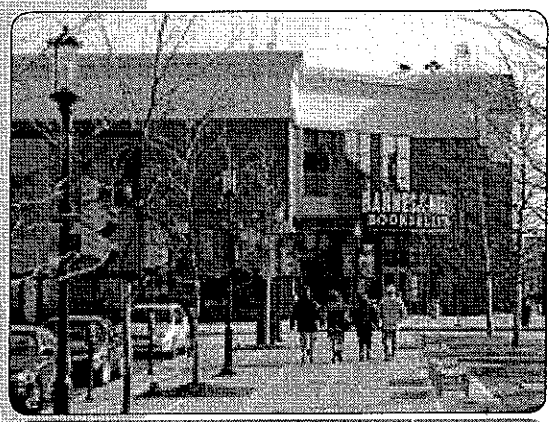
3) *Pedestrian and vehicular entrances must be clearly identified and easily accessible to create a sense of arrival. The use of enhanced paving, landscaping, and special architectural features and details is encouraged.*

4) *Developments should have shared entries when the lot is less than 75 feet wide.*

5) *Where possible, use alleys or side streets for access to parking areas. The use of alleys for parking access must be balanced with other common uses of alleys, including service, utilities, and loading and unloading areas.*



Enhanced paving provides a sense of arrival into a parking area Fig. 7.171



Pedestrian access to building entrances should be clearly defined. Fig. 7.172

d. Lighting

1) *Parking lots should utilize pedestrian-scaled rather than high mast light fixtures.*

2) *Lighting systems should be designed for two levels, one during normal operations hours and another reduced intensity level during late non-operational hours (for security purposes).*

3) *Lighting for a parking lot should be evenly distributed and provide pedestrians and drivers with adequate visibility.*

e. Circulation

1) *Separate vehicular and pedestrian circulation systems should be provided whenever feasible. Design parking areas so that pedestrians walk parallel to moving cars in parking aisles to minimize the need for the pedestrian to cross parking aisles and landscape islands to reach building entries.*

2) *Clearly defined pedestrian access should be provided from parking areas to primary building entrances.*

3) *All commercial projects should connect onsite pedestrian circulation system to offsite public sidewalks.*

4) *Access by disabled persons should be incorporated into the overall pedestrian circulation system.*

5) *Decorative paving treatments should be incorporated into parking lot design, driveway entries, and pedestrian crosswalks.*

6) *Screen walls or landscaping should not be located where they block the sight lines of drivers entering, leaving or driving throughout the site.*

f. Landscaping

1) Parking lots adjacent to Broadway, Third Avenue, or a major side street should be landscaped to soften the visual impact of parked vehicles from the public right-of-way. Screening could consist of a combination of low walls (a maximum of three feet high) and landscape materials at the setback line.

2) Parking lots should include landscaping that accents the importance of driveways from the street, frames the major circulation aisles, and highlights pedestrian pathways.

3) Provide one regularly spaced tree for every six parking spaces to provide shade and avoid long rows of parked cars.

4) Provide continuous landscape planting strips or triangles between every row of parking and large planting islands at the ends of a row.

5) The use of stamped concrete, stone, brick or granite pavers, exposed aggregate, or colored concrete should also be used to minimize the negative impact of large expanses of black asphalt pavement.

Landscaping provides needed shade in parking areas | Fig. 7.173

Decorative pavers improve the appearance of parking areas | Fig. 7.174

g. Loading and Delivery

1) Loading and unloading zones should be located to minimize interference with traffic flow.

2) Loading and unloading zones should provide adequate space for maneuvering into and out of a loading position. These areas should be designed to integrate with the entire development.

Loading zones should integrate into surrounding development | Fig. 7.175

8. Signs

a. Introduction

These design guidelines are intended to ensure that the Corridors District contains quality signs that communicate their message in a clear fashion and integrate into the surrounding area. Unlike the Village District, signs along Broadway should be directed towards vehicles rather than pedestrians.

Oversized signs that project over the roof area are not allowed **Fig. 7.176**

The guidelines that follow address these issues and others, and are intended to help business owners provide quality signs that add to and support the character of the Corridors District. They are not intended to supersede any existing City sign ordinances. All signs must comply with the regulations contained in the Chula Vista Municipal Code unless as indicated within the specific plan, in which case the specific plan will take precedence.

b. General Design Guidelines

1) *Consider the need for signs and their appropriate locations early in the design process; and*

2) *The location and size of signs on any building should be proportioned to the scale and relate to the architecture of that particular structure.*

3) *Oversized and out-of-scale signs are not permitted.*

4) *Sign colors and materials should be selected to contribute to the sign's legibility.*

5) *Excessive use of colors is discouraged.*

6) Placement

a) *Signs should not project above the edge of the rooflines.*

b) *Signs used for business identification on the primary business frontage should be placed near the main business entrance in a location that does not cover doors, windows, or architectural details.*

7) Materials

a) *Routing, carving or sandblasting the surface of wooden signs can obtain the effect of raised letters.*

b) *Different applications of metal on signs include: applying raised letters, on a metal band, or applying paint and lettering. Galvanized or baked enamel finish should be used to avoid rusting.*

c) *Sign materials should be compatible with the building facade upon which they are placed.*

d) *Painted signs are encouraged, but should not be painted over existing architectural elements*

Painted signs should not cover existing architectural elements Fig. 7.177

e) *The selected materials should contribute to the legibility of the sign. For example, glossy finishes are often difficult to read because of glare and reflections.*

f) *Precast letters (e.g. molded plastic or brass) applied to a building surface can be an effective signing alternative.*

8) Color

a) *Colors should relate to and complement the materials or paint scheme of the buildings, including accenting highlights and trim colors. The number of colors on any sign should be limited to three. This heightens readability (visibility), especially when one color is a dark hue, the second a medium hue, and the third a light accent color.*

Easy to read, simple typefaces and symbols are encouraged | Fig. 7.178

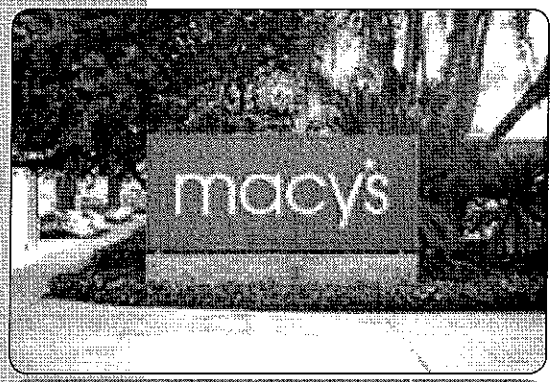
b) Contrast is an important influence on the legibility of signs. Light letters on a dark background or dark letters on a light background are most legible.

c) Fluorescent colors should not be used.

9) Sign Legibility

a) An effective sign should be legible. The most significant influence on legibility is lettering style.

b) Lettering styles used on signs should be highly legible. It is in the best interest of the business establishment to have signs read clearly and attractively to the passer-by.

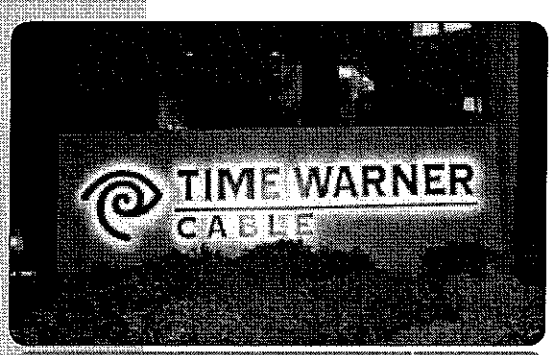


Lettering on signs should be kept simple to increase legibility | Fig. 7.179

c) Limit the number of lettering styles in order to increase legibility. A general rule to follow is to limit the number of different letter styles to no more than two for small signs and three for larger signs.

d) Avoid spacing letters and words too close together. Crowding of letters, words or lines will make any sign more difficult to read. Conversely, overspacing these elements causes the viewer to read each item individually, again obscuring the message.

e) Use symbols and logos in the place of words whenever appropriate. These images will usually register more quickly in the viewer's mind than a written message.



Backlighting of signs is preferred | Fig. 7.180

10) Sign Illumination

a) Signs should have the capacity of being lit externally for evening visibility.

b) Individually illuminated letters, either internally illuminated or back lighted solid letters (reverse channel), are a preferred

alternative to internally illuminated signs. Avoid illuminating an entire sign.

c) *Indirect external illumination fixtures should complement the surface of the sign.*

d) *Whenever external lighting fixtures are used, care should be taken to properly shield the light source to prevent glare from spilling over into residential areas and any public right-of-way.*

e) *Backlit plastic box signs are prohibited.*

Choose light fixtures that are compatible with the building facade. Fig. 7.181

c. Wayfinding

1) *Placement of on-site kiosks and electronic bulletin boards should be obvious. Directories should be provided near the vehicular and pedestrian entrances of commercial centers to assist visitors in orienting themselves.*

2) *Information contained on the signs should be legible. Directories should be easily readable during day and night.*

3) *Contrast is important for the effectiveness of on-site directional and informational signs. Light letters on a dark background are most legible.*

4) *Electronic bulletin boards are not permitted.*

5) *Kiosks may serve as information booths and/or shelter for small vendors. Kiosks should be consistent with surrounding buildings and other streetscape furnishings.*

d. Wall Signs

Wall signs are attached parallel to or painted on a wall surface. The following guidelines apply to wall signs:

Wall signs in a shopping center should be located in a consistent place. Fig. 7.182

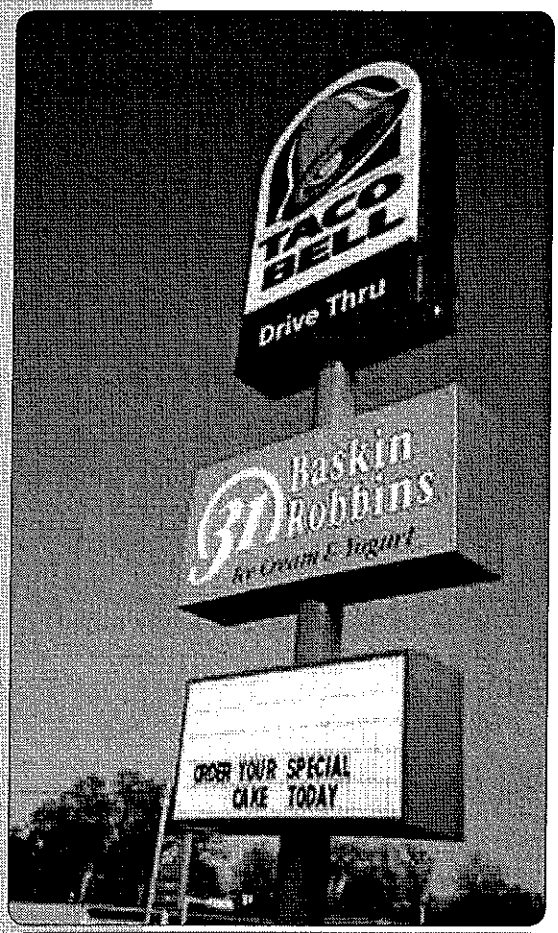
Freestanding/monument signs should be surrounded by landscaping | Fg. 7.183

1) *Wall signs should not project from the attached surface more than required for construction purposes and, in no case, more than 6 inches.*

2) *Wall signs should be applied horizontally directly above the storefront.*

3) *When a building contains two or more businesses, wall signs should complement one another in color and shape and be located in the same position over the storefronts.*

4) *Wall signs should be centered above the store or building entrance within an architecturally established area or unbroken area of the building facade.*



Pole or pylon signs, such as the one above, are not permitted | Fg. 7.184

5) *A wall sign should be located where architectural features or details suggest a location, size or shape for the sign. The best location for a wall sign is generally a band or blank area above the first floor of a building.*

e. Freestanding and Monument Signs

A freestanding sign is any sign permanently attached to the ground and which does not have a building as the primary structural support. Monument signs are freestanding low-profile signs where the sign width is greater than the sign height.

1) *Freestanding and monument signs should be located away from the public right-of-way where they are not obstructed by landscaping and can be easily viewed by pedestrians and motorists.*

2) *Freestanding and monument signs are required to be located in a landscaped planter away from a driveway or other vehicle access point.*

3) *Freestanding and monument signs should be placed perpendicular to the street.*

4) *Freestanding and monument signs should be on ground. Pole or pylon signs are not permitted.*

5) *Signs should provide solid architectural bases and should complement the architectural elements of the development it serves.*

6) *Avoid placing more than 8 items of text or graphics on a single sign.*

f. Window Signs

Window signs are located within a window area of a business. Window signs may be consist of permanent materials affixed to a window, or text and graphics painted directly onto the window surface. The following guidelines apply to window signs:

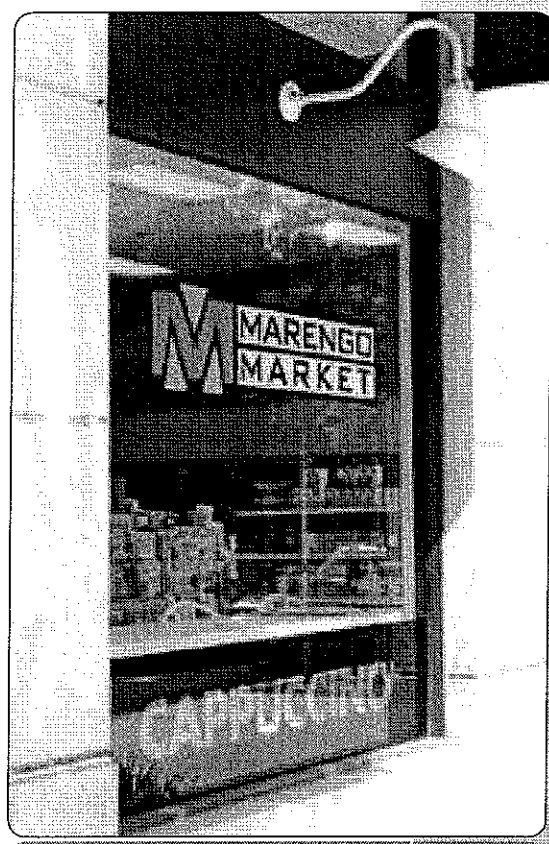
1) *Window signs should not exceed 20 percent of the window area, and only one window sign per frontage is allowed.*

2) *Lighted signs, flashing signs or any other sign not applied directly to a windowpane are not permitted.*

3) *The text or sign copy of a window sign should be limited to the business name and brief messages.*

g. Temporary Signs

Posting of handmade window signs is not permitted. Refer to Chula Vista Municipal Code 19.60 for further regulations on temporary signs.



Window signs should be limited to the business name and brief messages **Fg. 7.185**

h. Figurative Signs

Signs that advertise the occupant business through the use of graphic or crafted symbols, such as shoes, keys, glasses, books, etc. are encouraged. Figurative signs may be incorporated into any of the previously identified allowable sign types.